



FIRST BREATH

Improving maternal and child health in Wisconsin through perinatal tobacco cessation programming.

Chelsea Tibbetts, CHES
Perinatal Programs Coordinator



**WHY FOCUS ON
TOBACCO?**

Consequences of Maternal Smoking

Tobacco is the *leading* preventable cause of poor birth outcomes in the U.S.



Consequences of Maternal Smoking

Problems for Baby Later in Life

■ Increased risk of:

- Upper respiratory issues: asthma, pneumonia, bronchitis, and ear infections
- Sudden Infant Death Syndrome (SIDS)
- Infant sleep disturbances
- Behavioral problems
- Cycle of tobacco use



Tobacco Use After Pregnancy

- **2nd hand smoke:**
 - Smoke exposure from cigarette and exhalation
- **3rd hand smoke:**
 - Toxic tobacco residue from cigarette smoke that absorbs into surfaces
 - Clothing, hair, carpet, walls, furniture, vehicles, etc.

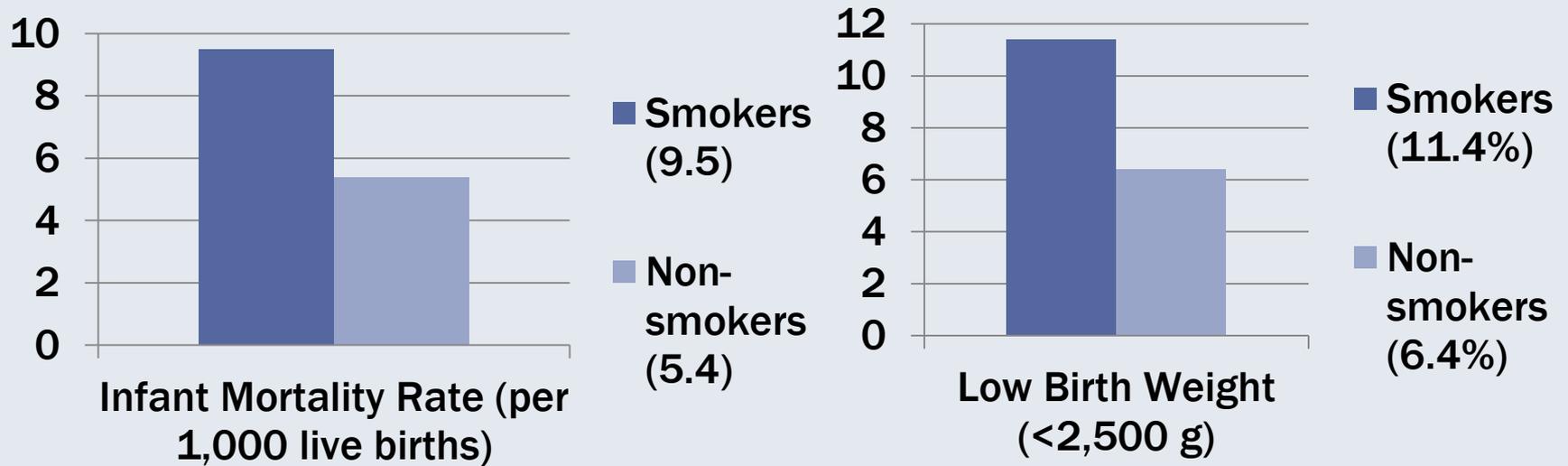


Maternal Smoking in WI

- Smoking During Pregnancy (2011-2013)
 - US – 8.7%
 - WI - 13.7%
- Certain groups are more likely to smoke during pregnancy:
 - Younger women (under 25) = most likely group to smoke
 - High school diploma or less = 14x compared to college degree
 - Unmarried women = 4x
 - Medicaid members = 3x

Maternal Smoking in WI

- Birth outcomes (2011 – 2013) in Wisconsin vary greatly between smokers and non-smokers



Maternal Smoking in WI

Most smokers WANT to quit, but...

- “I don’t even know where to start.”
- “I’ve tried before and failed.”
- “Everyone in my life smokes.”
- “I’m so addicted, I can’t deal with the withdrawal symptoms.”
- “It’s the only way I know how to deal with stress.”
- “I’ve been smoking for 5, 10, 15, 20+ years...I don’t know what I’d do with myself.”
- “My cigarettes are my best friend.”

Women need help and support to help them reach their goals.

WHY FIRST BREATH?

First Breath

- Created in 2000 by the Wisconsin Women's Health Foundation (WWHF)
- Primary funding by the WI Department of Health Services, TPCP Program
- The First Breath program:
 - Takes best practices in tobacco cessation and translates them into usable, realistic interventions and materials
 - Provides free training and materials for partners



What is First Breath?

- First Breath is a program that helps Wisconsin women quit or reduce smoking by training healthcare providers to deliver evidence-based tobacco cessation counseling as part of existing perinatal care.
 - non-judgmental, client-centered counseling
 - support
 - educational materials
 - meaningful incentives



First Breath Participants & Outcomes



- Over 18,200 women have participated in First Breath since 2000
- 86% of participants abstained, quit, or cut back on their tobacco use
 - 31% remained smoke-free or quit
 - 55% reduced their tobacco usage

First Breath Providers



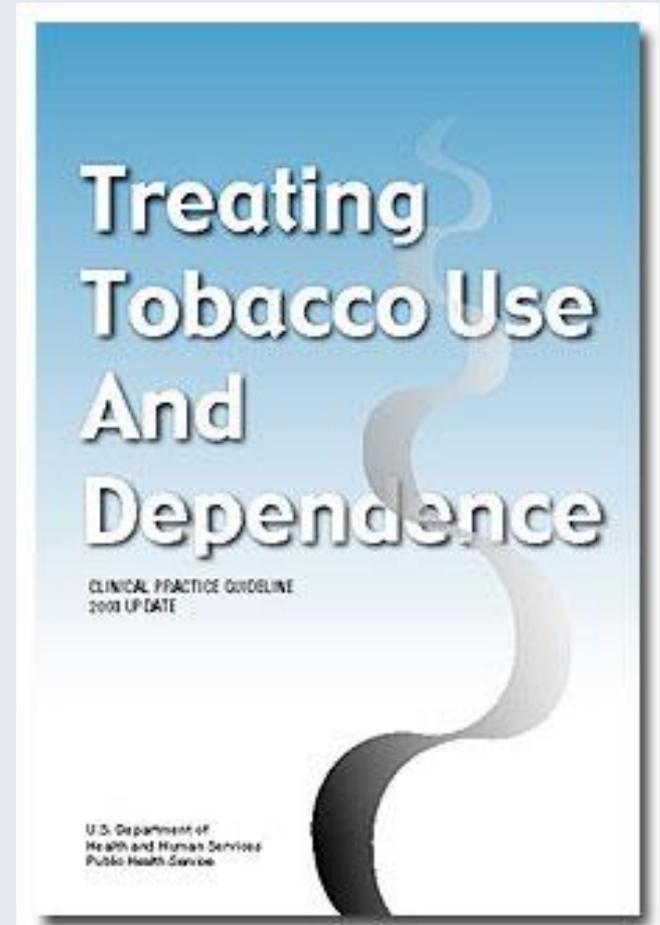
First Breath Providers at Annual Event

- Over 150 First Breath sites around Wisconsin
- Over 1,000 First Breath providers

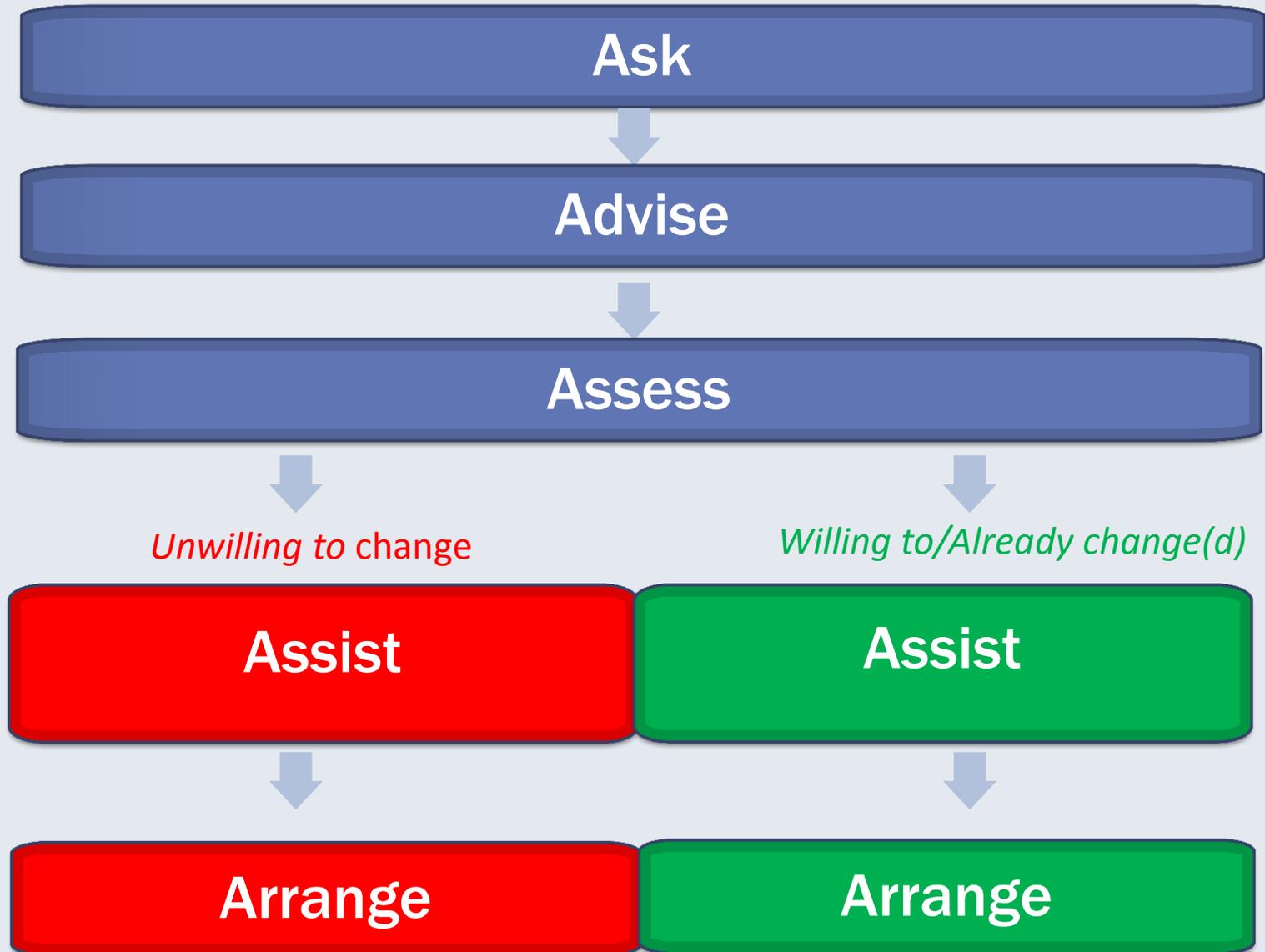
FIRST BREATH TRAINING

Guiding Principles

- Clinical Practice Guidelines
- 5As Brief Intervention
- Motivational Interviewing



First Breath 5A's Implementation



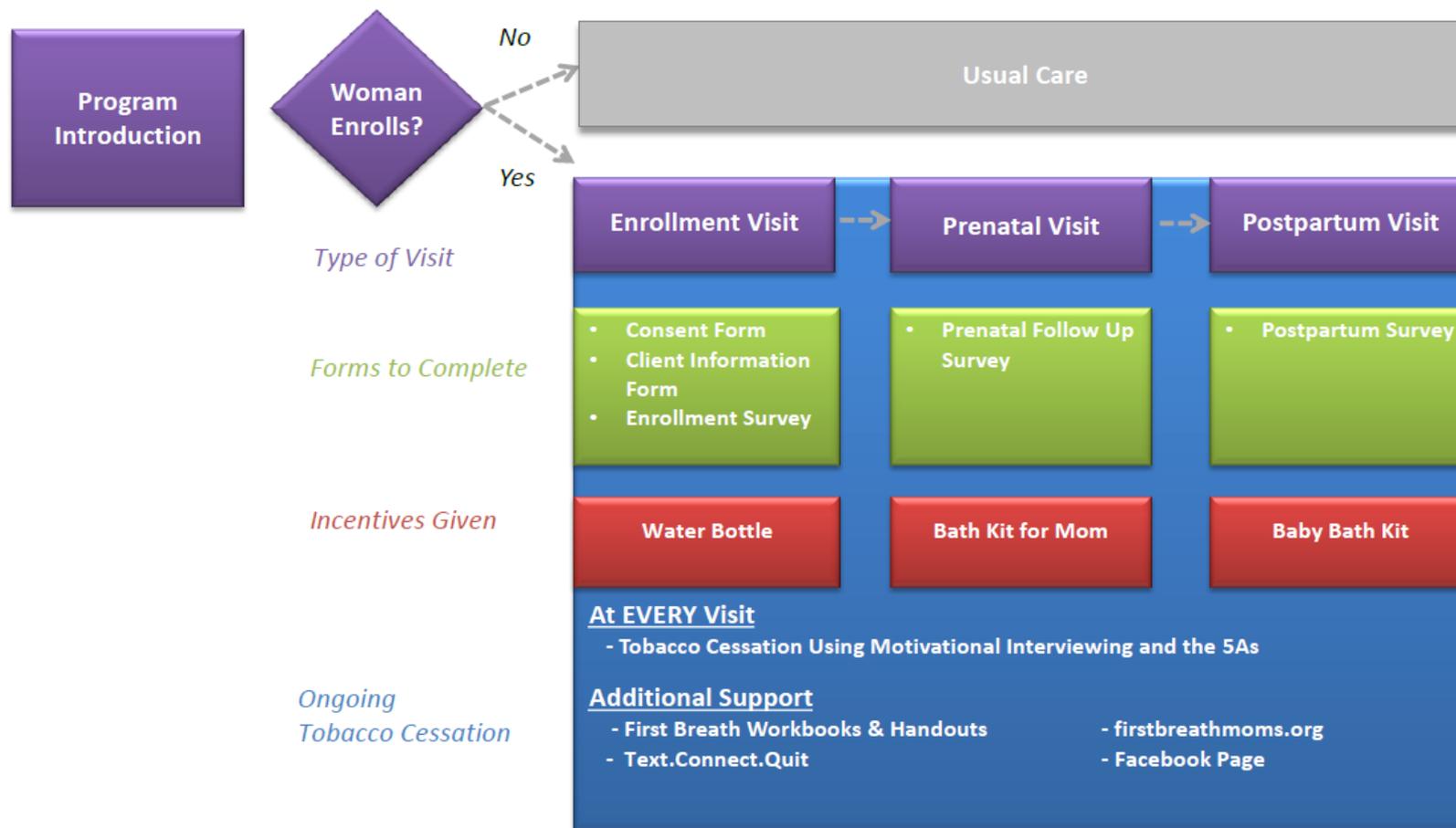


First Breath Implementation Flowchart

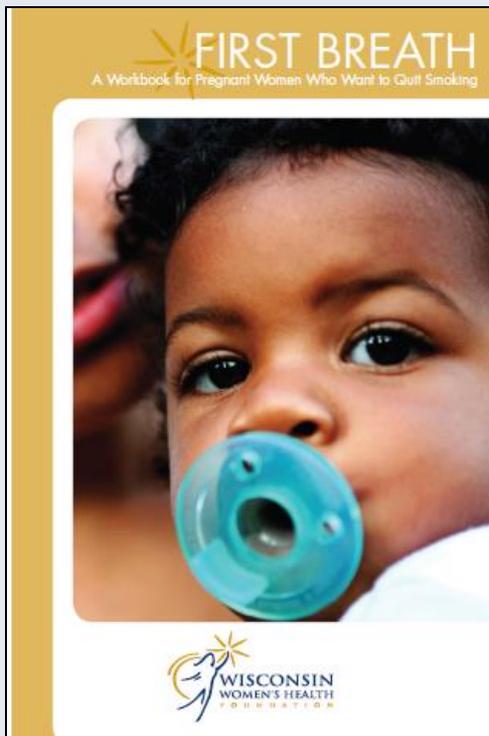
Any time during pregnancy

Delivery

Postpartum



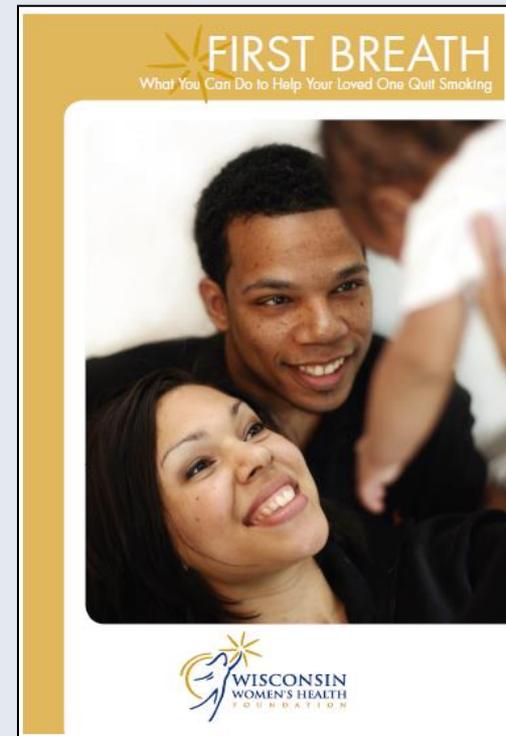
Participant Materials



Prenatal



Postpartum



Social Support

Support Programs



FIRST BREATH
Resources for Moms



WISCONSIN
WOMEN'S HEALTH
FOUNDATION

First Breath - A service supporting perinatal women in their quit journey

Text.Connect.Quit

Text "**FIRSTBREATH**" to **97779** for a more personal type of support, because cutting down/quitting smoking is hard.
You will receive tips, support and encouragement via text message.

Online

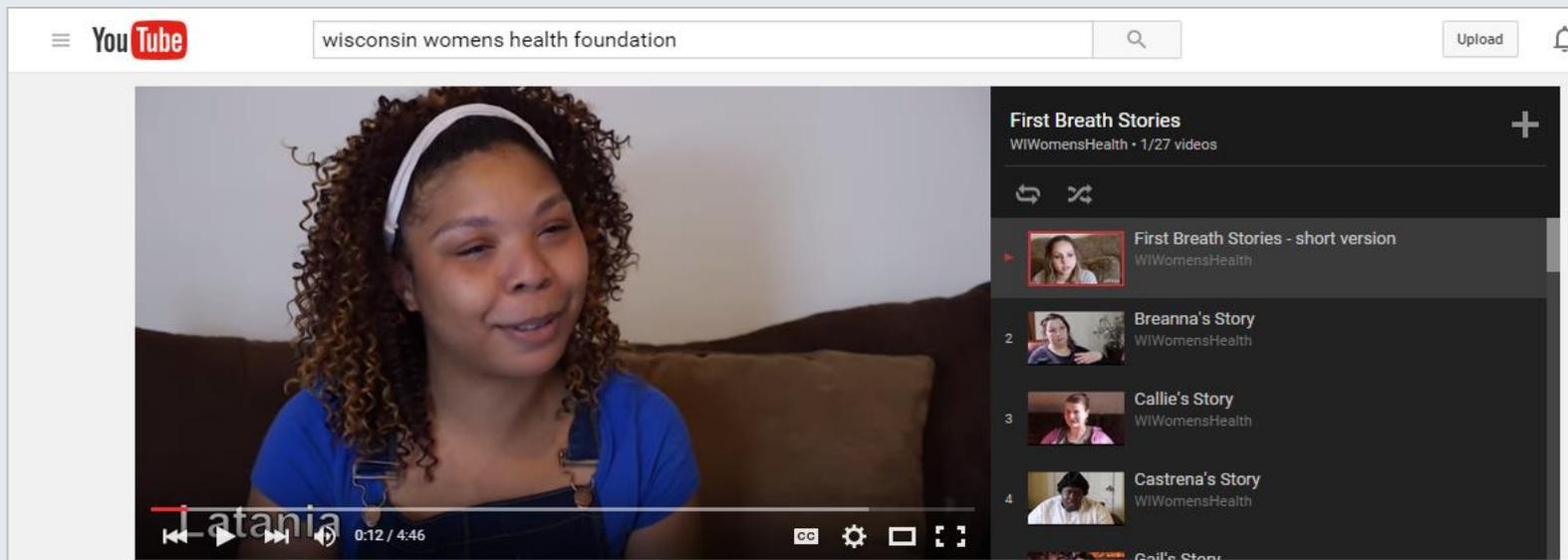
Interested in learning more about First Breath, tobacco, or pregnancy?

- Find us on Facebook! Search "**First Breath**" 
- www.firstbreathmoms.org

Text.Connect.Quit
Text FIRSTBREATH to 97779

Success Stories

- YouTube- WIWomensHealth
- First Breath Stories

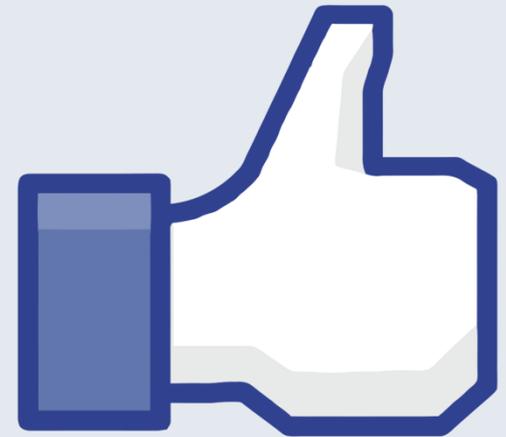


The image shows a YouTube video player interface. The search bar at the top contains the text "wisconsin womens health foundation". The video player displays a woman with curly hair and a white headband, identified as "Latania" in the video title. The video progress bar shows 0:12 / 4:46. To the right of the video player is a playlist titled "First Breath Stories" with 1/27 videos. The playlist includes the following items:

- 1. First Breath Stories - short version (WIWomensHealth)
- 2. Breanna's Story (WIWomensHealth)
- 3. Callie's Story (WIWomensHealth)
- 4. Castrena's Story (WIWomensHealth)

Facebook Page

The screenshot shows a Facebook page for 'First Breath Medical & Health'. The page features a cover photo of a baby's feet and a profile picture of a baby with a pacifier. The page has 228 likes and 126 post reach this week. A sidebar on the right shows performance metrics for the week: 126 Post Reach, 6 Post Engagement, 0 Website Clicks, and 0 Check-ins. The main content area includes a status update from 'First Breath' published by Hootsuite, with a post titled 'Real First Breath Feedback:'. Below the post is a graphic titled 'FIRST BREATH PARTICIPANT FEEDBACK' with a quote: 'What did you like most about First Breath? "How enthusiastic my provider was that I was quit'. A sidebar on the right shows a 'Recent' list of years from 2016 to 2001. At the bottom, there is a 'PAGE TIPS' section with a tip about 'What's a Boosted Post?'. A 'Promote' button is visible in the top right corner of the page.



Please "Like" Us!

SUMMARY & NEXT STEPS

Role of WWHF

- Provide Training & Continuing Education
- Assist with Program Implementation & Technical Assistance
- Provide Materials
- Process & Analyze Collected Data



Role of Sites

- Participate in Training & Continuing Education
 - Statewide Meeting (Spring)
 - Regional Practice Sessions (Summer/Fall)
- Implement Program
- Provide WWHF with Collected Data
- Set & Work Toward Enrollment Goals

Next Steps

1. Confirm Interest with WWHF
2. Complete on-site training with WWHF Health Educator
3. Begin providing First Breath!



Amanda Brenden



Lauren Lotter



Felicia Fairfield



**“It’s amazing to see the change in myself.
That part of my life is gone.
I’m just happier.”**

- Tinsley, First Breath Graduate

Contact Us:

Questions?



Chelsea Tibbetts, CHES
Perinatal Programs Coordinator
1-800-448-5148, x 118
ctibbetts@wwhf.org

